

ABSTRACT

A method and associated system comprise obtaining historical auction data, determining, from the historical auction data, a first parameter that is a function of a joint bid distribution and a density function related to the joint bid distribution, selecting a bidder, obtaining a value distribution for the selected bidder, and solving an equation. The equation may include the first parameter and the selected bidder's value distribution, and not the value distribution of other bidders. The equation computes a bid value associated with the selected bidder for a given bid.